



# AFRICAN WILDLIFE

News

FALL 2018

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YOUR SUPPORT AT WORK ACROSS AFRICA'S LANDSCAPES



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FOUNDATION**

Our mission is to ensure wildlife and wild lands thrive in modern Africa.

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# GAINING MOMENTUM *in the* IVORY FIGHT



*Dear friends of African wildlife,*

There is no doubt 2018 has been a significant year in the fight against ivory. New trade bans are fueling momentum to shut down all the world's ivory markets. These bans validate AWF's tireless efforts—in the forests and parks, in transit hubs and in demand countries—to “stop the killing, stop the trafficking, and stop the demand.”

To recap: In January, China implemented a ban on the domestic sale and processing of ivory and its products. This ban represents one of the most significant wins

for elephants in recent years. China was a leading ivory consumer, and ending domestic sales makes it much more difficult for poachers and traffickers to do business. Hong Kong followed China's lead later in January, when its legislature voted to phase out all ivory stocks and ban all ivory sales by 2021. We hope these closures add pressure on Japan, which has historically been a hub for more ivory manufacturers, wholesalers and retailers than any other country.

Many people don't realize that European countries are leading exporters of ivory—i.e., accumulated ivory that doesn't fall under the ban on international commercial trade. The U.K. was the most active European exporter—but that will change as a result of its newly announced ban on all domestic trade of ivory regardless of age (with a few narrow exceptions). The U.K. ban sets a penalty of five years in jail and an unlimited fine, making it an exemplary policy.

AWF encourages the European Union and other individual European and Asian countries, particularly Vietnam and Thailand, to follow the examples of China and the U.K. When the world finally unanimously insists that ivory belongs only on elephants, we will have ended a conservation crisis that diverts resources from the kind of conservation work and sustainable development that can benefit communities, and be an economic engine for African countries.

You'll read in these pages about AWF's demand reduction work in Vietnam, where our public awareness efforts with partners help reduce poaching and trafficking by teaching people the terrible realities of the illegal wildlife trade. You'll also read about our work in the lower Zambezi, efforts to guard the rare Ethiopian wolf, human-wildlife conflict mitigation, and why one of our valued donors has chosen to support AWF.

Your support makes these successes and our continued campaigns possible. Thank you for sharing our vision of a vibrant, secure, and hopeful future for elephants, rhinos and other African wildlife.

Sincerely,

Jimmie Mandima  
*Director of Program Design and Partner Relations*





Ian Guthrie

## CHANGING MINDS ABOUT RHINO HORN

Although rhino horns are composed of keratin—the same material that is in our hair and fingernails—rhinos are slaughtered because people believe the horn is a cure-all for ailments ranging from cancer to hangovers. In demand centers across China and Southeast Asia, an upwardly mobile market continues to seek out rhino horn as a high-status traditional medicine, and poaching networks continue to benefit.

This demand, plus investment from demand-market countries, the involvement of organized crime, and the emergence of Vietnam as a primary importer for rhino horn, have caused the number of poached rhinos to increase dramatically in the last 10 years. In 2007, just 13 rhinos were killed in South Africa (which has about 80 percent of the world's rhinos), and in 2014 this figure rose to 1,215—the highest the country has ever recorded.

AWF and the organization WildAid in recent years partnered with a local Vietnamese NGO, CHANGE, on a demand-reduction awareness campaign in Vietnam. The multi-platform campaign included a compelling public service ad, available in English, Vietnamese, and Mandarin, with graphic footage of a mutilated rhino that poachers had left for dead. This video, titled “The Sickening Truth,” was released across

television networks as well as on social media platforms.

The awareness efforts also included the “Nail Biter” ad campaign built around the simple fact that “rhino horn has nothing your own nails don’t have.” It depicted celebrities such as Sir Richard Branson and Maggie Q biting their nails. People were encouraged to post similar images of themselves to social media, and some 98,500 users did, sharing the images a total of 16 million times.

To gauge consumer knowledge of rhino horn issues, the campaign partners and the Nielsen Corporation in 2014 interviewed residents in Hanoi and Ho Chi Minh City. We replicated the same baseline survey in 2016 to assess changes in attitudes and beliefs and to measure the impact of the campaign. The results were superb.

**Fewer people believe that rhino horn can cure cancer:** In 2014, 34.5 percent of the respondents believed that rhino horn can cure cancer. In 2016, only 9.4 percent held that belief.

More people understand that rhino horn is made of keratin: Only 31 percent of respondents in 2014 were aware rhinos are killed for their horn. By 2016, 54 percent knew this—a 74 percent increase. Likewise, only 19 percent of respondents in 2014 knew that rhino horn is composed of substances found in hair and fingernails. By 2016, awareness had risen to 68 percent— a 258 percent increase.

**Fewer people want to buy rhino horn:** In 2016, 72 percent of respondents showed a stronger intent to not buy rhino horn in the future. This is a 17 percent increase from 2014.

**Worthwhile messaging:** Of those surveyed, 89 percent of people who had heard rhino protection messages recognized the campaign slogan, and 99 percent agreed the messages were useful and discouraged people from purchasing rhino horn.

AWF’s demand reduction work continued in 2017, with the release of a moving PSA starring a talking rhinoceros to drive home the horrors of rhino poaching from a rhino’s perspective. Popular celebrities, including Li Huan (judge of *The Voice of China*) and Phan Anh (popular Vietnamese actor, model and emcee), lent their voices to the rhino and helped spread his heartbreaking story across global markets. The video reached more than 4 million people in just one week. Stay tuned on these pages and at [www.awf.org](http://www.awf.org) for updates about our demand-reduction efforts.



*In 2014, 34.5 percent of survey respondents believed rhino horn can cure cancer. After our awareness efforts, only 9.4 percent believed the same untruth.*

## Training Farmers in a Cash Crop That Repels Elephants

African farmers suffer severely when elephants roam outside of national parks and other protected areas and eat or trample crops. In Murchison Falls and Kidepo Valley National Parks in Uganda, AWF and the Uganda Wildlife Authority supported farmers in developing a simple, natural solution—chili peppers.

Farmers deploy this natural repellent in different ways:

- Planted around the perimeter of gardens or interspersed with crops
- Burned after being compacted in blocks or mixed with rice husks or cow dung, and/or
- Mixed with grease and smeared on strings or rags around gardens.

The pungent smell of chili repels most wildlife, including elephants; therefore, across Africa the crop is used as a deterrent. An added plus is that chilies can generate new income for farmers when sold in local and regional markets.

In our project, supported by the U.S. Agency for International Development, the chili crops generated significantly increased revenue for participants. With diversified incomes, communities are more economically resilient, and over time participants can purchase assets and pay school fees for their children.



Said one mother who started growing chilies: “I had a house of two rooms, a permanent house, but recently I completed another room. And now my children are studying in private schools, where they are doing well, and I’m proud of that.”

### New Conservation Efforts in

## ZIMBABWE & ZAMBIA

AWF continues to strengthen its presence in critical landscapes in southern Africa, including in Zimbabwe and Zambia. The European Union will support AWF efforts to reduce illegal wildlife trade by engaging local communities in the Lower Zambezi-Mana Pools Transboundary Conservation Area. AWF partners in this project include Conservation Lower Zambezi and Zimbabwe Environmental Law Association.

The project will establish models for strengthened community engagement in sustainable natural resources management, anti-poaching efforts and integrated land use that ensures conservation and compatible land uses.

The transboundary conservation area covers 40,000 square kilometers including Mana Pools National Park and Lower Zambezi National Park in Zambia. The vast ecosystem is home to significant

### Key parts of the program



Training and employment of community wildlife scouts



Cross-border conservation collaboration among stakeholders in Zambia and Zimbabwe



Creation of a community conservancy

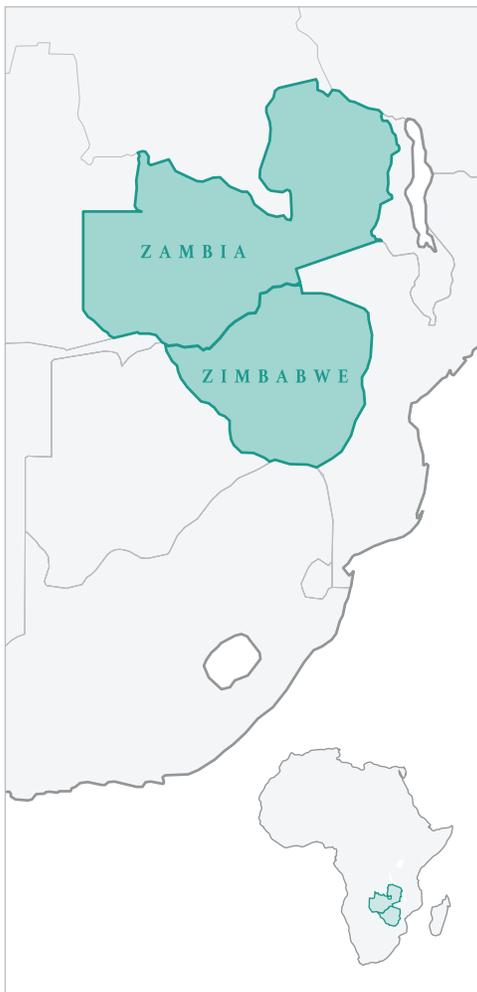


Engagement with local fishing communities in anti-poaching work and awareness



Development of more wildlife-friendly agricultural methods to reduce habitat destruction

populations of elephant, lion and African wild dog. The area is also a bird haven, as it includes the Middle Zambezi Biosphere Reserve, which protects more than 50 kilometers of Zambezi River and is classified as an Important Bird Area.



# Wildlife Traffickers Using Facebook to do Business



With more than 2 billion users, Facebook is the largest social media platform and easiest way to connect with people all over the world. But there appears to be a darker side to the social network—a recent complaint filed with the federal government claims wildlife traffickers are using Facebook to sell illegal wildlife contraband.

An investigation by the National Whistleblower Center found that Facebook has allowed wildlife traffickers to set up pages advertising the sale of products from endangered species. Not only is Facebook serving as a marketplace for elephant ivory and rhino horn, the Center said, but third-party ads are running on these pages.

This past March, Facebook joined the Global Coalition to End Wildlife Trafficking Online, but so far it has not ended the activity of wildlife criminals on its platform.

In response to queries, Facebook has said that any pages trafficking illegal wildlife products are against its community standards and that it is conducting an investigation.

The whistleblower center's undercover teams found that wildlife traffickers primarily use Facebook and Instagram—which is owned by Facebook—to market their products. They found ivory, rhino horn, bear claws and tiger skins as well as reptiles and other live animals for sale.

In response to the news, AWF launched an online and social media campaign asking Facebook CEO Mark Zuckerberg to shut down illegal wildlife trafficking pages.

AWF members are outraged at the abhorrent and uncontrolled black market on Facebook's platform contributing to the rapid decline of Africa's iconic wildlife. Over 57,000 AWF members signed our petition demanding immediate action to stop Facebook's participation in wildlife trafficking.

*Join us and add your voice!*

*Sign the petition at:*

[www.awf.org/stop-traffickers](http://www.awf.org/stop-traffickers)

## Wildlife Watch: GELADAS

*When it comes to primate species with fascinating idiosyncrasies, geladas do not disappoint.*

These highland monkeys, also known as gelada baboons and bleeding-heart baboons, are highly social, occupying herds that are several hundred or even 1,000 strong. Their diet is almost entirely grass, making them unique in the monkey world—but they have impressive canine teeth, especially the males, who rely on their fearsome fangs not to eat but to signal dominance or to fight.

Found only in Ethiopia, geladas are terrestrial, or ground dwellers rather than tree dwellers. When feeding, they use a "shuffle gait," meaning they move along seated, without lifting their feet. To keep safe at night, they sleep on cliffside ledges where hyenas and leopards won't be able to get them.

Geladas have very noticeable hourglass-shaped bare patches on their chests, which go from pink to livid red when females are in estrus or males are dominant. On females that are ready to mate, a ring of fluid-filled blister pearls forms around these patches.

Gelada males cut an impressive figure when running, with their leonine capes of flowing blonde hair. Dominant males lead harems that include up to a dozen or so females, their young, and 1-4 subordinate males.



Outside of these harems are roving bands of frustrated bachelors, who regularly wage attacks on the leading males in hopes of taking over a harem. Only the alpha male in a harem has mating rights, although studies have shown gelada females do "cheat" with less dominant males, and the pair will try to hide the infidelity by making fewer vocalizations while mating.

Research about geladas in recent years has covered a variety of subjects. One study showed that geladas combine lip smacking with vocalizations in rhythms similar to human speech rhythms. Another found that females spontaneously miscarry fetuses when a new male takes over their harems. (This response, whose mechanism is unexplained, could benefit females by freeing them to mate with the new leading male.) Scientists have also captured remarkably intimate video of geladas giving birth.

Geladas are threatened by habitat loss due to agricultural expansion as well as competition with livestock for grazing land. AWF works around the Simien Mountains to strengthen community-owned and -operated tourism and reduce dependency on unsustainable agriculture. Through our Classroom Africa program, we also rebuilt the Adisge Primary School in the Simiens to help nurture the next generation of conservation leaders. (See page 7)

# Lulu is a rhinoceros

*A whimsical new picture book for children, "Lulu is a Rhinoceros", raises meaningful and timely questions about our essential selves. Written by Jason Flom, AWF council member, with his daughter, writer Allison Flom, "Lulu is a Rhinoceros" was released June 12, and sales benefit AWF.*

*Lulu the bulldog knows who she is, but others can't seem to see it. Lulu is determined to express her true nature, and, with the help of a wee friend, there will be no stopping her.*

*Read our Q&A with Jason Flom below:*

## Can you tell us a little about Lulu the bulldog?

Lulu loves hiking in the woods, paddleboarding, swimming, wading and skateboarding. But most of all she loves taking naps and being loved.

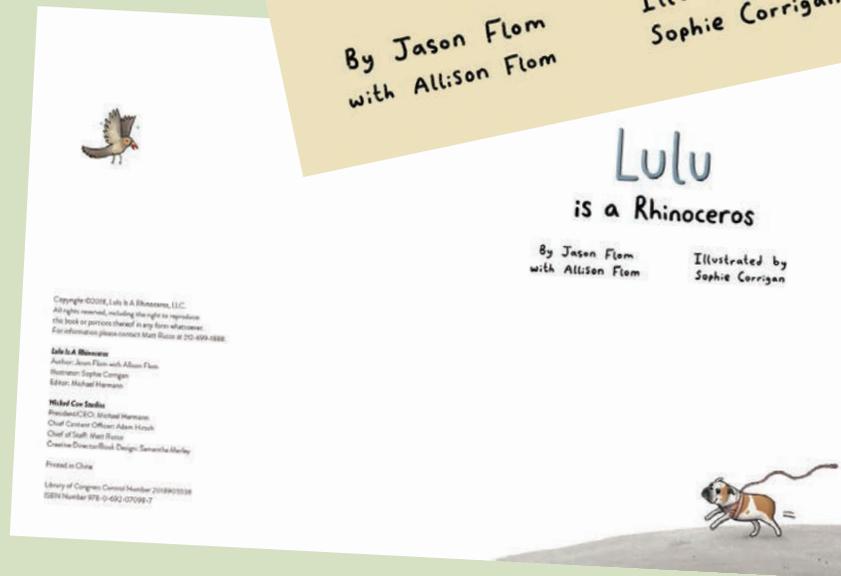
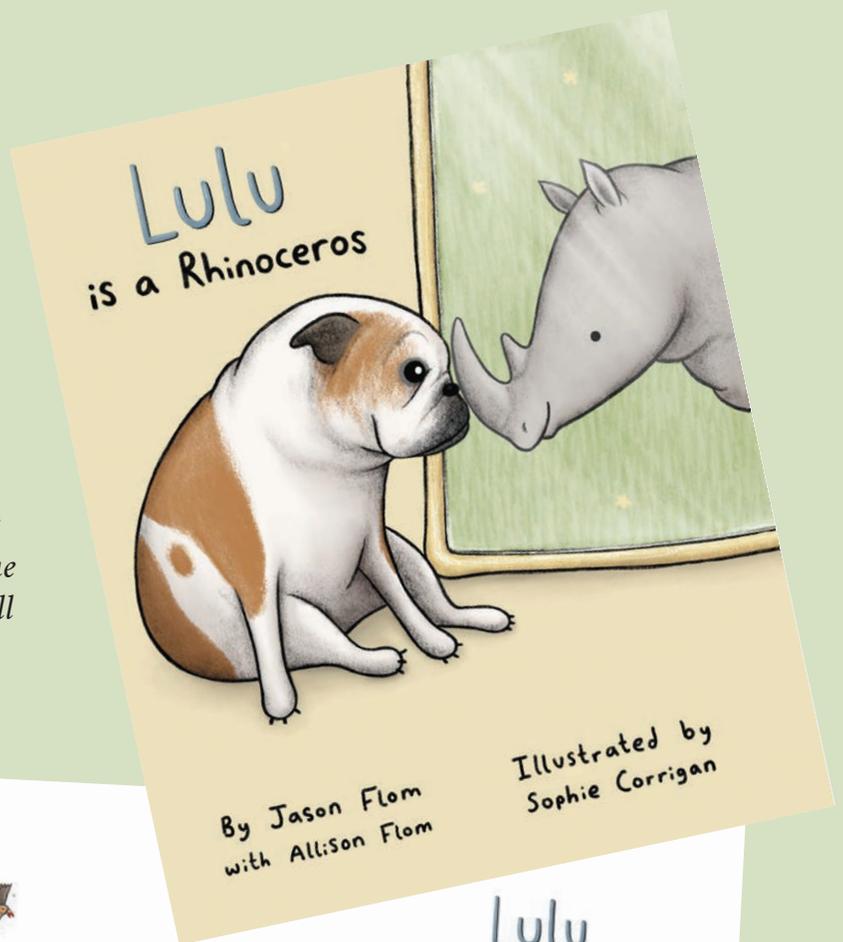
## And she is a rhino?

She really does identify as a rhino. I've traveled to Africa and was able to spend time with rhinos in the wild; they became sort of like spirit animals to me. And there are some striking similarities. They're generally stationary beings, and then once in a while, they charge. They both have stubby legs, big bodies and big heads. And they both snort and snore in a lovely, magical, rhythmic way.

## How did Lulu the book come to be?

I just had this idea that popped into my head, the story of her struggling for acceptance. And then the idea for the cover popped into my head, of Lulu looking into a mirror and a rhino looking back at her.

The actual book project started with me sitting at dinner with a bunch of people; I happened to be sitting next to a young woman who was in the book business. I told her my idea for a story, and she started connecting me to different people. The next thing I knew she referred me to [illustrator] Sophie Corrigan, who is like an angel who fell from heaven.



My daughter Allison is getting a Master's in creative writing and is very socially conscious and spends time working in women's theater groups, with U.N. groups and advocating for social justice. I asked her to help me because she's a much better writer than I am!

## The book works on so many levels. What messages do you hope readers take away?

Tolerance; embracing all living beings and treating them with kindness. Anti-bullying, and of course, individuality. I very badly want to bring attention to the plight of rhinos. I think it's great for parents and kids to be aware about the need to help rhinos,

and the awful fact that this magnificent species is on the verge of extinction.

## Why have you chosen to support AWF?

Because of their mission and the people. An organization can really only be as good as its people, and the people at AWF are the best! I couldn't ask for a better partnership.

## Back to Lulu — will she have further adventures?

We're planning on doing a series, so Lulu will have adventures all over the world. Who knows... maybe she'll go to Africa!

# SAFEGUARDING THE RARE ETHIOPIAN WOLF

To make the greatest conservation impact, AWF uses a range of strategies to protect species in priority landscapes. Though our work is organized around iconic species such as elephants, rhinos and large carnivores, we design our programs to benefit local human communities as well as all indigenous wildlife and habitats. Among the key species we focus on is one of the world's rarest canids, the Ethiopian wolf (*Canis simensis*).

Also known as the Simien fox or Simien jackal, this highland wolf numbers no more than 440, and perhaps as few as 360, making it Africa's most endangered carnivore.

Although scientists debate which canids are wolf species versus subspecies, the traditional view is that there are three wolf species in the world—the Ethiopian, red and grey wolf. The Ethiopian wolf is the only wolf species native to Africa and is found in only seven Ethiopian mountain ranges, with the largest populations in the Bale Mountains and the second largest in the Simien Mountains.

With a somewhat regal bearing, the Ethiopian wolf is the size of a coyote and looks like a red fox, sporting a tawny orange or reddish coat, white throat patch, and bushy tail. It has a narrow muzzle, long legs and pointed ears.

Although shy around humans, it is social with other wolves, living in packs that typically include extended family members male and female. All pack members help with raising and protecting pups.

Wolf mothers give birth in dens dug under boulders, inside crevices or in other protected spots. These dens can have multiple entrances and a network of tunnels, and the adults regularly shift pups from one den to another.

For food, the Ethiopian wolf depends on high-altitude rodents, especially the big-headed mole-rat (*Tachyoryctes macrocephalus*), which tunnels to foraging spots but feeds above ground. The Ethiopian wolf is a loner when hunting, but even here it may rely on others for help. Scientists have noted that Ethiopian wolves

sometimes forage right in the middle of gelada herds, large groups of primates also known as “bleeding heart monkeys”. (See page 5.) The wolves don't prey upon the geladas' young, and the geladas don't flee from the wolves like they do from feral dogs. Researchers have found the wolves capture rodents at twice the rate when hunting in a gelada group. It's not clear why they have greater success; perhaps the geladas flush rodents out of their burrows by disturbing vegetation. Or, it could be the wolves blend in with the scattered geladas, and the rodents simply do not notice them.

## Great risk

With numbers so small, Ethiopian wolves are highly vulnerable to disease outbreaks, and in the past few years they've experienced devastating rabies and distemper outbreaks. AWF supports the Ethiopian Wolf Conservation Programme (EWCP), which administers rabies and distemper vaccines to the wolves, but also to area domestic dogs, who can carry rabies and pose a significant disease threat if not vaccinated. To date, the program has vaccinated tens of thousands of dogs.

In partnership with the Ethiopian government, EWCP also recruits local community members to act as Wolf Monitors and Wolf Ambassadors who track wolf populations and share conservation messages in communities. The monitors are very dedicated and work through all kinds of conditions to follow the wolf packs and keep up with their status and life events. This work is critical to ensuring a rapid response in the case of disease outbreaks.

AWF's work in Ethiopia incorporates our Classroom Africa program. In exchange for a conservation commitment from the Adisge community near Simien Mountains National Park, Classroom Africa rebuilt the community's badly under-resourced school.

The new Adisge Primary School opened its doors in 2017. For the first time, the school has enough space to enroll 7th and 8th graders. The re-design has made the Adisge school eco-friendly and comfortable,



and the site includes new teacher housing as well.

Classroom Africa fosters a conservation ethic among young people through eco-clubs and field trips to national parks and other protected areas. The goal is to develop a new generation of local conservation leaders who will be passionate about protecting wildlife.



*Local wolf monitors are very dedicated and work through all kinds of conditions to follow the wolf packs.*

AWF also has invested in high-end eco-lodges in the Simiens and Bale Mountains parks that help create jobs from nature-based tourism. In addition, we support the Ethiopian Wildlife Conservation Authority, which manages both parks, to improve park infrastructure, management and strategically promote tourism.

Our efforts wouldn't be possible without the support of people like you, who share AWF's vision of a future in which African wildlife are thriving. Your commitment and generosity are key to critical efforts to protect Africa's only wolf species, the world's rarest canid.

# "What **AWF** means to me"

Since my childhood, I have been a defender of animals, something I learned from my mother, who used to save stray dogs and cats in our neighborhood, and who even made a home for a family of skunks in our backyard. If we ever saw an animal being mistreated, we knew to report this abuse to my mother and she would contact the Humane Society to rescue the animal. We rescued many, many animals as I was growing up.

One other fascination has been with me all my life—giraffes. The way they move, their eyes, their grace, their stature, their gentle nature. No one could tear me away from the giraffes at the zoo because I loved to watch them walk and then lower their great long necks to snatch leaves from the trees and chew the leaves in that lazy way they eat.

But it was not until 1994, when I began working in South Africa on a Ford Foundation project, that I had the privilege to see African wildlife roaming free in a huge conservation area a few hours north of the capitol. Over 10 years, I made seven

trips to South Africa and each time, went on a photo safari. I was able to see these magnificent animals in the wild, not in a zoo, and I became increasingly interested in their welfare and survival.

I believe I first learned about AWF from someone on the Ford Foundation project, perhaps as early as 2003, and around that same time, I began to read about the rapidly dwindling populations of giraffes, elephants and other "iconic" African wildlife. I can't remember when I first began donating money to AWF, but it has been quite a few years now, and each year I have increased the level of my giving because I am so concerned about the senseless killing of these great animals and their rapidly declining numbers on this earth. If there is anything I can do in addition to giving money each year, I am happy to do it because this work is so vitally important.

**PAMELA TATE**  
*AWF friend and donor*

## IS AWF YOUR *smile.amazon.com* CHARITY?

Did you know you can shop online using Amazon Smile, and a portion of your sale will support AWF's work?

To set it up, go to **smile.amazon.com** and select AWF as your charity. Just type "African Wildlife Foundation" into the charity search bar and our listing will appear at the top of the list. The system remembers your charity choice, and then every eligible purchase you make benefits elephants, rhinos and other African wildlife!

**amazon**smile

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[awf.org/twitter](http://awf.org/twitter)

## Explore the AWF WILDLIFE GALLERY

An important part of AWF's conservation work involves promoting understanding and knowledge of Africa's many wildlife species. Are you aware that **awf.org** features a wildlife gallery with images and profiles of more than 80 species?

You can dig into lots of details about species, including habitat, physical characteristics, behavior and diet. There's also information about different AWF programs as they relate to threats facing different species.

And, the whole database is filterable—alphabetically, by size of animal and by level of endangerment. Some of the species you can learn about include geladas, hartebeest, ratel (better known as the honey badger), and the serval.



Aardvark



African Hare



African Wild Dog



Baboon



Bat



Bat-Eared Fox



Bongo



Bonobo



Buffalo



Bushbuck



Cheetah



Chimpanzee